



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Required Report - public distribution

Date: 9/29/2000

GAIN Report #KS0105

Korea, Republic of

Exporter Guide

2000

Approved by: Daryl A. Brehm
U.S. Embassy, Seoul
Prepared by: Seh Won KIM

Report Highlights: Korea is the fourth largest market for U.S. agricultural products, with an economy expected to grow by 8.5 percent this year. Imports of U.S. processed food products jumped by 68 percent in the first six months of 2000 over last year, reflecting changing consumer trends and the strong economy. This report serves as a basic “road map” for U.S. agricultural exporters wishing to enter the dynamic Korean food market.

Includes PSD changes: No
Includes Trade Matrix: No
Annual Report
Seoul ATO [KS2], KS

THE EXPORTER GUIDE, KOREA

SECTION I. MARKET OVERVIEW

The real GDP growth rate in Korea reached 11.1 percent in the first half of 2000, although the pace has slowed since. Accordingly, the Korean government recently raised this year's GDP growth outlook to 8.5 percent from the previous target of 6 percent and lowered its inflation forecast for this year to less than 2.5 percent from the earlier 3 percent. Korea's per capita income is expected to come back to around \$10,000 in 2000 from about \$8,580 in 1999 and foreign exchange reserves totaled a record \$90 billion as of the end of June 2000.

Imports of consumer-ready food products are highly sensitive to the performance of the economy. According to Korea Trade Information Service (KOTIS) compiled by ATO Seoul (based on CIF value), during the first six months of 2000, total imports of consumer oriented food jumped by 46 percent to \$1.4 billion from \$960 million during the same period of 1999. Imports of consumer oriented food from the United States also jumped to \$567 million during the cited period, up 68 percent from \$337 million during the same period of 1999. These imports from the United States account for about 40 percent of those imported from the world.

Korea must import about 70 percent of its agricultural product needs. Imports of consumer oriented food in Korea are expected to continue to increase at a double digit number in the next few years. Imports of consumer oriented food in Korea both from the world and the United States are expected to reach the highest level in the year 2000.

Korea is one of the most densely populated countries in the world. About the size of Indiana, the 2000 population of Korea is estimated at 47.3 million. Of the total population, about 47 percent are concentrated in the metropolitan Seoul area (Seoul, Incheon and Kyunggi Province). The population density of Korea is about 475 persons per square kilometer which is the third highest in the world.

Imports of Consumer Ready Food Products and Fishery Products in Korea
(in millions of dollars, source - KOTIS).

Description	1999 (Jan-Jun)		2000 (Jan-Jun)		Percent Change during cited period	
	World	USA	World	USA	World	USA
Consumer-ready	960.2	336.6	1,405.9	567.2	46.4%	68.5%
Fishery Products	544.9	56.9	658.2	70.4	20.8%	23.7%

In 1999, 45 percent of women in Korea who were 15 years or older were employed. As heads of households, men are the major wage earners and usually turn over their salary to their wives, who manage the home expenses and savings. While decisions on purchasing expensive goods or large expenditures are generally made in consultation between husbands and wives, decisions on food and beverage purchases are generally determined by women. Another important

demographic factor to consider is that younger Koreans have a higher propensity to consume western style foods. This is demonstrated by western style fast food and family restaurants catering to the young.

The Monthly Statistics of Korea (June 2000 Issue) shows that the average monthly expenditures on food and beverage in cities in 1999 were 27.9 percent of a family's household expenditures, and are as follows:

Food & Beverage Items	Expenditure	Percent
Cereals and bread	56,600 won (\$47.58)	13.7%
Meat	42,600 won (\$35.81)	10.3%
Dairy products	19,200 won (\$16.14)	4.7%
Fish	31,300 won (\$26.31)	7.6%
Vegetables & seaweeds	37,000 won (\$31.11)	9.0%
Fruits	25,600 won (\$21.52)	6.2%
Oils, fats & seasonings	15,800 won (\$13.28)	3.8%
Bakery and confectioneries	17,400 won (\$14.63)	4.2%
Tea and soft drinks	10,300 won (\$8.66)	2.5%
Alcoholic beverages	5,300 won (\$4.46)	1.3%
Other foods	4,600 won (\$3.87)	1.1%
Eating out	146,400 won (\$123.08)	35.5%
Total Expenditure	412,100 won (\$346.45)	100.0%

*The average annual exchange rate of Korean won against the US \$ in 1999 was 1,189.5 won

Advantages and challenges of U.S. consumer-ready food products.

Advantages	Challenges
Equal or superior quality to domestic and competitor products	U.S. exporters lack knowledge of Korean market
Increasing per capita consumption	Importers lack product awareness and knowledge of product sources
General acceptance and confidence in imported U.S. foods and beverages	Onerous inspection and customs clearance procedures and requirements
Low tariffs for consumer-ready products	Food safety concerns and GMO issues
Diminishing resistance to imported foods	High marketing costs

SECTION II. EXPORTER BUSINESS TIPS

A. Local Business Practices - How to do business in Korea

Korea has the reputation of being a very difficult place to do export business. The trade statistics, however, do not support this common notion. United States exporters generally enjoy a sizeable trade surplus with Korea, a surprising fact when one considers our balance of trade situation with other Asian countries! This is not to say exporting to Korea is easy, though patience and persistence may be required.

Potential U.S. exporters should contact potential importers directly. Sending catalogues, brochures, product samples, and price lists are a helpful way of introducing yourself and your products. ATO Seoul maintains and develops importer lists by commodity. U.S. suppliers and exporters may contact AgExport Services at FAS in Washington, D.C. or the ATO Seoul for a list of importers.

Once the U.S. supplier or exporter has established contact, it is advisable for the exporter or supplier to visit the importer(s) in person. The supplier or exporter should bring samples as well as product and company brochures including price lists, shipping dates, available quantities, and any other information needed for negotiating a contract.

Another way of finding potential importers is to participate in food shows which showcase your products to a large business audience. Many Korean importers attending these shows are looking to establish reliable long term trading relationships. These shows maximize your contacts with importers, agents, wholesalers, distributors, retailers and others in the food and beverage industry.

The following are some of business tips U.S. suppliers should keep in mind when they deal with Korean businessmen.

1. Always Have Name Cards. The exchange of name cards is the first item of business. In Korea people seldom call people by their first names. Instead, they call by title, or title and family name. Foreigners can call by Mr. Kim, or President Kim, unless they are asked to be called by their first name.
2. Arrange a Formal Introduction. It is important to have a formal introduction to any person or company with whom you want to do business in Korea. Meeting the right person in a Korean company is almost always dependent on having the right introduction.
3. Ensure your English is completely understood - Many Koreans say "Yes" when they should say "No", and "No" instead of "Yes". For instance, in Korean, won't you go home? "Yes" here in Korean means "No" in English.
4. Build human relationships - Personal relationships are very important. Koreans would like to maintain long term relationships.

B. General Consumer tastes and Preferences

Consumer tastes and preferences are different depending on the products. Again, the younger generations of Koreans tend to be more amenable to western tastes. General consumers prefer national branded products and the products that have been long recognized in the market. Some of general consumer's tastes and preferences depending on the products are: Crackers - Korean consumers generally don't like salty ones but like crispy ones. Biscuits - Koreans don't like sweet ones. Candy - Koreans don't like too sweet candies nor mint-flavored ones but like fruit flavored ones and tend to prefer soft candies to hard candies. Sauces - Koreans don't like fatty, salty, sweet and sour sauces, but like bread baking flavored and hot ones.

Korean consumers also like natural, fresh food without food additives, health food, functional food and low calorie food as per capita income increases. But most important is that the products should be good quality and reasonable prices.

Korean consumers are very sensitive to food safety issues. They have not been educated about food safety and nor they know much about food safety. They generally depend on media and trust it in spite of the media's often misleading information on food safety issues. Media generally reports the simple residue levels, bacteria count, etc, but not the tolerance levels permitted for each products. Once a "food scare" rumor gets publicity, that food is affected and its reputation damaged quickly.

C. Food Standards and regulations

There are many laws, regulations and standards related to imports of agricultural, forestry, fishery and food products in Korea. However, the following are major regulations and standards related to imports of consumer- ready food products, meat, fruit and vegetables and fishery products. In order to export food, agricultural products, plants and vegetables, and meat products to Korea, U.S. Exporters must observe the following regulations and standards:

1. Food Code

The Food Code stipulates standards and specifications for manufacturing / processing / usage / cooking / storage of food and equipment / containers / packaging for food products. It specifies the standards for maximum residue levels of agricultural chemicals, antibiotics, synthetic antibiotics, hormones, radioactive ray standards, testing methods, etc. The Food Code, final revision issued on April 18, 2000, contains general standards and specifications governing food products and individual standards and specifications for 148 food categories delineated into 20 groups. The revised Food Code, which contains extensive changes to the previous Food Code, went into effect from September 1, 2000.

2. Food Additive Code

The Food Additive Code defines standard specifications for individual food additives and their usage standards. As of July 2000, this code lists standards for 394 types of chemical synthetics, 174 types of natural food additives and 7 types of mixed food additives. Korea utilizes a "positive list" system for food additives meaning any food additive or its usage not listed in the code is prohibited.

3. Labeling Standards for Food et al.

“Labeling Standards for Food et al.” aims to promote the sanitary treatment of food products, et al and to provide accurate information to consumers. The labeling standards for food, food additives and packaging, are based on Article 10 of the Food Sanitation Act. The final revision of the Labeling Standards for Food et al. was issued on July 28, 2000. This revision contains general standards governing food products and individual standards for food products and new labeling standards for organic food products.

All imported food products (livestock products are regulated by MAF standards) are required to have Korean language labels. (Korean language stickers may be applied in lieu of Korean language labels. The sticker should not be easily removable and should not cover the original labeling). Labels should contain the following inscriptions printed in letters large enough to be readily legible:

- 1) Product name
- 2) Product type (only for limited food products such as teas, special nutritional food, health supplementary food, etc.)
- 3) Importer's name and address, and the address where products may be returned or exchanged in the event of defects.
- 4) Manufacturing date, month, and year (for liquor a manufacturing number (lot number) or bottling date can substitute for the manufacturing date)
- 5) Shelf life
- 6) Contents: Weight, volume or number of pieces (if the number of pieces is shown, the weight or volume must be indicated in parentheses).
- 7) The name of the major ingredient followed by names of at least the next four principle ingredients ingredient or raw material (a percent content of the ingredient should be included only when certain ingredients are used in the product name or as a part of the product name)
- 8) Nutrients (only special nutritional foods, health supplementary foods, products wishing to carry nutritional labels and products wishing to carry a nutrient emphasis mark are subject to nutritional labeling)
- 9) Other items designated by the detailed labeling standards for food et al. (including cautions and standards for use or preservation)

In addition to the above requirements, country of origin labeling is required on food products.

On August 30, 2000, KFDA also issued the labeling standards for processed food products made using GMO ingredients, which requires GMO labeling for 27 food items made using GMO ingredients identified under the Ministry of Agriculture & Forestry's GMO labeling guidelines (such as soybean, bean sprout, corn, potato) as one of five major ingredients.

Korean language labeling requirements can be somewhat complicated. However, Korean importers can send the label negative film to the exports to print and affix the Korean language labels on the product before they import the products.

4. Fishery Products Inspection Act

The Fishery Products Inspection Act aims to promote the quality improvement and standardization of fishery products through inspection. The National Fisheries Products Inspection Station (NFPIS) is in charge of inspection of fishery products produced in Korea and those that are imported from other countries.

5. Tariffs

Korea has a book called “Tariff Schedules of Korea” in which there is tariff information on each commodity. The book is more than 1,000 pages long, there are sometimes several tariffs for one commodity and it is a little too complicated to understand which one is currently applied.

6. Product Certification

Plant and meat quarantine inspections are very strict in Korea. No plant and meat products will clear Korean Customs without the necessary certificates and required information.

a. **Red Meat Products** must be accompanied by :

- 1). FSIS Form 9060-5, Meat and Poultry Export Certificate of Wholesomeness
- 2). FSIS Form 9305-3, Certificate for Export of Meat to the Republic of Korea

Processed meat products such as sausages, hamburger patties and ground meat do not need to indicate slaughter information on the FSIS Form 9305-3. These products are required to indicate only processing information.

b. **Poultry Products** must be accompanied by the following two certificates:

- 1). FSIS Form 9060-5, Meat and Poultry Export Certificate of Wholesomeness
- 2). FSIS form 9305-2A, Certificate for Export of Poultry Meat to the Republic of Korea

c. **Fresh Fruits, Vegetables and Nuts** (except walnuts) must be accompanied by :

Phytosanitary Certificate, PPQ Form 577, issued by APHIS/USDA.

d. Frozen/processed Fruits and Vegetables (not canned) must be accompanied by:

Certificate of Quality and Condition, Form FV-146CS issued by AMS/USDA

e. Vacuum Packed Shelled Walnuts must be accompanied by:

Phytosanitary Certificate, PPQ Form 577, issued by APHIS/USDA

7. Authorized U.S. Laboratories by the Korean Government

KFDA operates a program that recognizes foreign laboratories as official testing laboratories. This

program aims to enhance the efficiency of conducting inspection of imported food. KFDA authorizes foreign official laboratories and recognizes inspection certificates or certificates of laboratory test results issued by these authorized official laboratories. As of now, there are two U.S. laboratories that have been authorized as official foreign laboratories by KFDA. They are:

Oregon Department of Agriculture**Export Service Center**

Ms. Norma Corristian, Administrator

1200 N.W. Naito Parkway, Suite 204

Portland, Oregon 97209-2835

Tel: 503-872-6644 Fax: 503-872-6615

E-mail: esc-food@oda.state.or.us

Omic USA Inc.

Mr. Ryuichi Kurosawa, President

1200 NW Natio Parkway

Portland, Oregon 97209

Tel: 503-224-5929 Fax: 503-223-9436

D. General Import and Inspection Procedures

Korea Customs Service (KCS), KFDA, National Quarantine Office (for ports that do not have KFDA regional offices), National Veterinary Research & Quarantine Service and National Plant Quarantine Service are the agencies involved in the import clearance process. Imports of agricultural products generally must receive clearance from several organizations and are thus much more likely to run into port delays than other imported products. These delays can be costly due to the perishable nature of many agricultural products. In addition to these organizations, there are many other agencies that are involved in regulating imports through the administration of licenses or in some cases, quotas for agricultural products.

KCS is responsible for ensuring that all necessary documentation is in place before the product is finally released from the bonded area. KCS operates the EDI system (Electronic Data Interchange System) and KFDA operates the imported food network system through their regional offices and national quarantine offices. The KFDA network system is connected to the EDI system of KCS. This permits results of the KFDA inspection to be transmitted through the EDI system, once the inspection is completed. Such connection enables KCS to reduce the clearance time. Products subject to plant quarantine inspection and animal quarantine inspection must be cleared by the respective quarantine inspection authorities before clearing customs.

E. Korea Food & Drug Administration (KFDA) Import Procedures

1. The importer or the importer's representative submits the 'Import Declaration for Food, etc.'
2. The type of inspection to be conducted is determined in accordance with the guidelines for

inspection of imported food products. The types of inspection that a given food product may be subject to are: Document Inspection, Organoleptical Inspection, Laboratory Inspection, and Random Sampling Examination

3. If a product is subject to organoleptical inspection, laboratory inspection and random sampling examination, the KFDA inspector will conduct a field examination and take samples for the laboratory test.

4. KFDA conducts the conformity assessment from the information collected, using such items as test results, document inspection results, etc.

5. If a product complies with the Korean standards, KFDA issues a certificate for import. An importer can clear products with the KFDA import certificate.

6. If a product does not comply with the Korean standards, KFDA will notify the applicant and the regional customs office on the nature of the violation. The importer decides whether to destroy or return shipments to the exporting country or use it for non-edible purposes. If the violation can be corrected, as with labels, the importer can reapply for the inspection after making the corrections.

7. For perishable agricultural products, such as fresh vegetable, fruits, etc., an importer can clear the products prior to completion of the laboratory test with a pre-certificate for import report issued by KFDA. However, in this case, the importer should be able to track down the distribution of the given product so he/she can recall the products, in case the laboratory test indicates a violation.

If products are subject to animal quarantine inspection or plant quarantine inspection in addition to food inspection by KFDA, the animal quarantine certificate or plant quarantine certificate issued by the National Veterinary Research & Quarantine Service (NVRQS) or the National Plant Quarantine Service (NPQS) is required for product clearance, in addition to the KFDA certificate. Inspection by NPQS or NVRQS can take place simultaneously with the KFDA inspection.

On May 15, 2000, KFDA issued the revision to the Guideline for Inspection of Imported Food Products. In the revision, KFDA added a clause limiting the minimum amount of the initial commercial shipment which it would inspect directly. When the quantity of the imported food is less than 100 kg, the imported food is required to be inspected by a KFDA recognized authorized inspection organization other than regional KFDA office or National Quarantine Services. Detailed information is available from the KFDA's English website - <http://www.kfda.go.kr>

SECTION III. MARKET SECTOR STRUCTURE AND TRENDS

As Korean economy is growing very fast and is forecast to attain about 9 percent growth in 2000 and per capita income increases, imports of consumer-ready food products, food ingredients and fishery products will increase significantly in the years to come. As mentioned earlier, imports of consumer ready food products from the United States into Korea increased by about 69 percent and fishery products increased by 24 percent during the first half of this year.

In case of the retail sector, U.S. suppliers should try to contact importers to export their products as

only a few retailers import a limited number of food products directly from foreign suppliers. In the case of the HRI sector, hotels and restaurants purchase imported food products through the Korea Tourist Supply Center, importers, distributors and/or import directly from overseas suppliers. In case of food processing sector, food processors normally import large volume of ingredients or grains directly, and generally purchase small volume of ingredients from importers and/or trading agents.

A. Retail food sector. (See Korean Retail Sector Report KS9103, 11/99)

There are several types of retailers who handle foods and agricultural products. They are: general marketplace (conventional open air markets), periodic marketplaces in rural areas (normally opens once every 5 days), department stores/shopping centers, supermarkets (super chain companies and several thousand independent small supermarkets and outlets), convenience stores, Mom & Pop Stores, National Agricultural, Fishery and Livestock Cooperative Federation Stores and discount stores or membership warehouse type stores.

Of greatest interest are department stores, supermarkets, convenience stores and discount stores. Most retailers purchase imported food products from importers and/or wholesalers. Few retailers import food products directly from overseas suppliers yet.

1. Department Stores/Shopping Centers. According to the Korea Chamber of Commerce and Industry's (KCCI) 2000 Report on Retail Business, the average annual sales per store of 101 department stores/shopping centers surveyed by the KCCI increased by 25.2 percent to 141 billion won to 112.6 billion won (average annual exchange rate: 1,189.5 won/US\$) in 1999, thanks to the fast recovery of Korean economy. Of the sales food and beverage accounted for 21.1 percent in 1999 compared to 21.4 percent in 1998.

2. Supermarkets. The KCCI report revealed that the average annual sales of each supermarket outlet of 1,140 supermarkets in seven major cities in Korea surveyed by the KCCI also increased by 14.6 percent to 1.99 billion won (average annual exchange rate: 1,189.5 won/US\$) in 1999 from 1.74 billion won in 1998. Of the average annual sales per outlet, food sales accounted for 79.9 percent and the remaining 20.1 percent was non-food items.

3. Convenience Stores. According to the KCCI report, there were 1,833 convenience stores in 1999. The total sales of the 7 largest convenience store companies totaled 861 billion won (average annual exchange rate: 1,189.5 won/US\$) and the average annual sales per store was 484.3 million won in 1999. Of the total sales, food and beverage sales accounted for 58.4 percent in 1999.

4. Discount Stores. The average annual sales of each discount store of 123 surveyed by the KCCI amounted to 73.94 billion won (average annual exchange rate: 1,189.5 won/US\$) in 1999. Of the average annual sales per store, food and beverage accounted for 57.5 percent. Of the average annual sales of each discount store, imported goods including food amounted to 5.1 percent. Of imported goods, imported food accounted for 53.6 percent.

B. Hotel, Restaurant and Institutional Industry

A separate report on the hotel, restaurant and institutional industry in Korea will be available in

October 2000. Please refer to this report.

C. DOMESTIC FOOD PROCESSING SECTOR

The Korean food and beverage manufacturing and processing industry is a major consumer of imported raw materials, intermediate products, ingredients and additives. Imports are necessary to support the processing industry because local production is constrained by a lack of arable land, and 70 percent of Korea's food products are imported. The continued depletion of farmland in Korea may lead to serious food shortages in the future. Records show that farmland has been shrinking at a rate of 30,000 ha. per year. At the current rate, total farmland would be 850,000 ha. by the year 2028, about half the current total. The main reason for the loss of farmland is the ongoing urbanization of rural areas.

Imports of corn, soybeans, wheat, essential oils, frozen concentrated orange juice, turkey meat, duck meat, almonds, walnuts, powdered milk and beef tallow are good examples of raw materials or ingredients imported into Korea for use in food processing. U.S. suppliers have a strong opportunity to export raw materials or ingredients for use in food processing in Korea.

The Report on Industrial Census published in December 1999 shows total output of the Korean food, dairy and processing sector in 1998 (Statistics for 1999 are not available) was \$24.5 billion of which the food processing sector accounted for about 73.3 percent (about \$18 billion), dairy processing accounted for 9.9 percent (about \$2.4 billion) and beverages around 16.8 percent (about \$4.1 billion). The average annual exchange rate of won against the US dollar in 1998 was 1,398.9 won (the current rate is about 1,100 won in September 2000). Most Korean food and beverage manufacturers are small scale companies. According to the same report above, as of the end of 1998, there were 5,534 food, dairy and beverage plants with a labor force of five or more nationwide (down from 5,853 in 1997).

Of these food, dairy and beverage manufacturers there are only 40 manufacturers with 500 employees or over as shown on the following table. Only 4.2 percent (235 manufacturers) have 100 or more employees.

Employment Size of Food and Beverage Manufacturers (1998)

No. of Employees	No. of Manufacturers	No. of Employees	No. of Manufacturers
5 - 9	2,557	200-299	42
10- 19	1,397	300-499	24
20- 49	1,028	500-999	22

50- 99	317	1,000 +	18
100-199	129	Total	5,534

D. Trends in tourism sales, holiday sales and Internet sales

Korea expects about 5 million travelers/tourists will visit Korea in the year 2000. Korea is putting a lot of efforts to attract more tourists to Korea in order to garner more foreign exchange. Hotels and restaurants are good places for these travelers to enjoy a wide variety of imported foods as well as local foods. There are two big holidays in Korea, one is 3 day Chusok (Korean version of Thanksgiving Day) holiday, the other is 3 day Lunar New Year Holiday. During these holidays, many Koreans give gifts to their relatives, friends and business partners. Beef ribs, fruits, and other high value food products are some of the gifts that are popular during these holidays.

Internet sales are still small, but are becoming popular and increasing very rapidly. The Survey on Management Trend of Retail Business 1999 published in June 2000 shows that Internet sales in Korea are estimated at \$1.7 billion in 1999 and expected to increase by 200 percent to over \$5 billion in 2000. Food items are estimated to account for about 11 percent of the total sales in 1999.

SECTION IV. BEST HIGH-VALUE PRODUCT PROSPECTS

- | | |
|-----------------------|-------------------------------------|
| 1. Red Meat | 10. Sauces |
| 2. Poultry Meat | 11. Coffee |
| 3. Seafood | 12. Confectionery |
| 4. Dairy Products | 13. Preparation of cereals |
| 5. Citrus | 14. Processed fruits and vegetables |
| 6. Processed potatoes | 15. Wine |
| 7. Frozen vegetables | 16. Pet food |
| 8. Tree nuts | 17. Beef offals/guts/stomachs |
| 9. Canned sweet corns | 18. Bakery products |

SECTION V. KEY CONTACTS AND FURTHER INFORMATION

For further detailed information about the Korean market, please contact:

Agricultural Trade Office
U.S. Embassy, Seoul, Korea
Room 303, Leema Building
146-1, Susong-dong, Chongro-ku

Seoul, Korea

Phone: 82-2-397-4188

Fax: 82-2-720-7921

E-mail: atoseoul@fas.usda.gov

Home Page: www.atoseoul.com

EXPORTER GUIDE

APPENDIX I. STATISTICS

A. KEY TRADE & DEMOGRAPHIC INFORMATION

Agricultural Imports From All Countries (\$Mil) / U.S. Market Share (%) 1/	10,125/32
Consumer Food Imports From All Countries (\$Mil) / U.S. Market Share (%) 1/	2,119/37
Edible Fishery Imports From All Countries (\$Mil) / U.S. Market Share (%) 1/	1,115/11
Total Population (Millions) / Annual Growth Rate (%)	47 / 0.92
Urban Population (Millions) / Annual Growth Rate (%) 2/	35/1.7
Number of Major Metropolitan Areas 3/	7
Size of the Middle Class (Millions) / Growth Rate (%) 4/	N/A
Per Capita Gross Domestic Product (U.S. Dollars) 5/	8,581
Unemployment Rate (%)	6.3
Per Capita Food Expenditures (U.S. Dollars) 6/	\$346.5
Percent of Female Population Employed 7/	45
Exchange Rate (US\$1 = Korean won) 8/	1,189.5

All data are for 1999 unless otherwise noted.

Food Notes

- 1/ Korea Trade Information Service compiled by ATO Seoul
- 2/ Urban population in 1995 and average growth rate over the past 5 years
- 3/ Population in excess of 1,000,000
- 4/ Official data is not available
- 5/ Per capita Gross National Income, GDP is not available
- 6/ Average monthly household expenditures on food and beverage in cities
- 7/ Percent against total number of women (15 years old or above)
- 8/ Average annual exchange rate of won against the U.S. dollar in 1999

B. CONSUMER FOOD & EDIBLE FISHERY PRODUCT IMPORTS

United Nations Trade Statistics are not available as of the deadline of this report.
Please contact ATO Seoul for further information.

C. TOP 15 SUPPLIERS OF CONSUMER FOODS AND EDIBLE FISHERY PRODUCTS

United Nations Trade Statistics are not available as of the deadline of this report.

Please contact ATO Seoul for further information.